lucio chen

UX/UI DESIGNER

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> " I create usable and impactful designs to help users solve their problems effectively. "

SKILLS

UX/UI Design:

Visual Design	User Research
Interaction Design	Personas
Wireframing	Journey Mapping
Prototyping	Usability Testing

Other Skills:

Web Design	HTML/CSS/JS
Graphic Design	Java/HML
Video Editing	Webflow

Tools:

Figma	Photoshop
Sketch	After Effects
Adobe XD	Premiere Pro
Illustrator	MS Office

EDUCATION

Simon Fraser University
BA of Interactive Arts and Technology
Design Concentration
Fall 2017 – Summer 2022

ACHIEVEMENTS

**4th place winner in
Adobe Creative Jam – UX Design**
Sep 2021

Created a mobile app design for recycling, which won 4th place among 120+ design teams for its innovative concept and visual design.

Dean's honor roll
at Simon Fraser University, Fall 2018

Award for students with term GPA 3.5 or higher with at least 12 term credits

UX/UI PROJECTS

Van Bike App Design
Spring 2021

- Designed an interactive bike map for Vancouver City that helps inexperienced bikers plan a safe route by avoiding dangerous bike roads.

- Conducted interviews and secondary research to understand bikers' current challenges. Prototyped the interactions and iterated them to achieve an easy user flow.

Tool Library Showcase
Spring 2020

- Applied multiple user research tools like user journey and participatory workshop to get an accurate understanding of the users' goals and pain points.

- Explored ideas in the brainstorm session based on the user research data. Finally, chose the most feasible solution to sketch, wireframe, and prototype the website.

VISUAL DESIGN EXPERIENCE

(Co-op) Digital Marketing & Production Assistant
at Desiree Nielsen Nutrition Consulting, Fall 2020

- Created visually pleasing layouts and graphics for e-books and marketing assets. Designed Instagram posts that reached a high (2-3%) audience engagement rate.

- Interviewed the stakeholders and used moodboards to understand the brand identity. Kept the visual style consistent with the brand throughout different assets.

Design Coordinator
at SFU Student Marketing Association, Jul–Dec 2020

- Designed and developed the website of the school's first branding competition. The web design attracted young participants with a distinct visual identity.